

I am writing this comment in regards to the CAN SPAM docket 04-53 as a participating college student and as a concerned citizen of the state of Virginia. The issue on the table is whether emails and commercial advertisements should be allowed to be sent to wireless customers. I feel that advertisement companies should not be allowed to do such at any extent because I think that most of the people who carry cell phones (at least where I attend college and where I am from) use them for immediate contact with business partners and personal friends and families. I think that if wireless advertising is going to be allowed (because I also understand that it is a business that needs to thrive for the economies sake) that there needs to be a way for the receiver to distinguish who is calling. A thought that had crossed my mind was give the advertising companies a certain distinguishable prefix number such as 1-555-XXX-XXX and make that knowledge available to the general public at the time they receive their cell phone. Another suggestion would be to give the consumer a choice at the time of their contract signing for their cell phone, that way if the cell phone service carrier does not offer that, the consumer can make a choice to either take their business somewhere else or stay with them. Either way, I feel strongly as a person, not a consumer, that there needs to be regulation to help protect people who can't afford the extra phone charges or simply do not want to deal with the situation.